



Illuminate Your Brand: Securely Tap Into and Leverage Unique Consumer Data with Snowflake

With Pythian's guidance, your retail organization can empower its brand-minded team members to continually optimize customer experience based on data that gives key insights into consumer behavior.

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Retail and consumer packaged goods (CPG) organizations are not immune to the ever-changing conditions that impact their respective markets. From uncertain and unpredictable economic fluctuations (including inflation) to evolving industry standards and governing regulations (such as requirements related to data privacy and security) – it can seem difficult to place (and keep) your finger on the pulse of consumer behavior with these changing conditions creating an extra layer of challenges. However, despite these globally visible impacts, retail organizations are going through a renewed period of growth as they reimagine their relationship with consumers. For many years, industry analysts predicted the end of retail as more buyers moved online to e-commerce platforms. As purchasing moved online, buyers also grew to value experiences as part of the purchasing process. This shift in behavior has driven many retail companies to look at new ways to leverage their store footprints to go beyond simple presentation of goods to make it an engaging place for discussion, education and community. This shift is driven by retail organizations that can empower their branding, marketing and distribution teams to work together to understand consumer behavior, build unique experiences, engage buyers, deliver key products and interact across multiple digital channels simultaneously.

Enabling your branding, marketing and distribution teams to take on and champion this customer behavior mindset is driven by access to ever-growing volumes of first and third-party data. The more effectively an organization can securely combine unique data sources, the more impact they can drive by understanding user behavior, reacting to that behavior and influencing preferred outcomes. Enabling this type of iterative analysis comes from data platforms that are quick to evolve, standardized and secure in their approach of protecting data and enable collaboration across business units, regions and partner companies.

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Personalization and Data-Driven Distribution & Merchandising

Building unique experiences is about understanding your buyers, what drives them and how their preferences in products, experiences and engagement evolve over time. This understanding then enables intelligent decisions about future product purchase, inventory management, distribution and shifting style preferences of your targeted buyers. Your customers have come to expect abbreviated delivery cycles and a variety of fulfillment options. This demand for expedited performance that has your consumers' preferences in mind is here to stay. Snowflake Data Cloud introduces advanced data science and machine learning capabilities into your enriched and integrated datasets, surfacing and showcasing the data your brand and inventory-minded team members need to conceptualize those critical unique buyer experiences that will set your retail organization apart and will allow you to set up shop in the minds of your optimal consumer audience.

The ability to pull disparate data sources together enables a wealth of analytical potential including understanding

product demand, total customer value, evaluating segmentation of buyers for campaign planning and leveraging social media influencer networks for seeing new products and gathering feedback on brand trends. Each of these measures enables supply chain personnel, marketing teams, store planning teams and designers to make decisions that improve customer engagement, prioritize specific stock availability, increase sales and reinforce the relationship between the brand and its buyers.

Snowflake's greatest strength in supporting the realization of your brand-oriented business goals is its flexibility. That flexibility is defined by the fact that Snowflake can support a wide range of development languages, frameworks and commercial tools to analyze your data. This integration of platform and data science functionality enables teams to rapidly iterate on data products used for analysis, collaborate across data-centric functions and scale computing capacity to meet business timelines and objectives.



Secure Data Monetization & Partner Engagement



Mutual Benefits

As organizations generate larger volumes of data, they often look at this asset as a tool to leverage for growing company revenue. Even organizations that choose not to monetize their data will look to trade data assets with other organizations for mutual benefit of insights. Consumer behavior is ever-changing and building a complete understanding of a consumer requires much more data than any single company generates today.



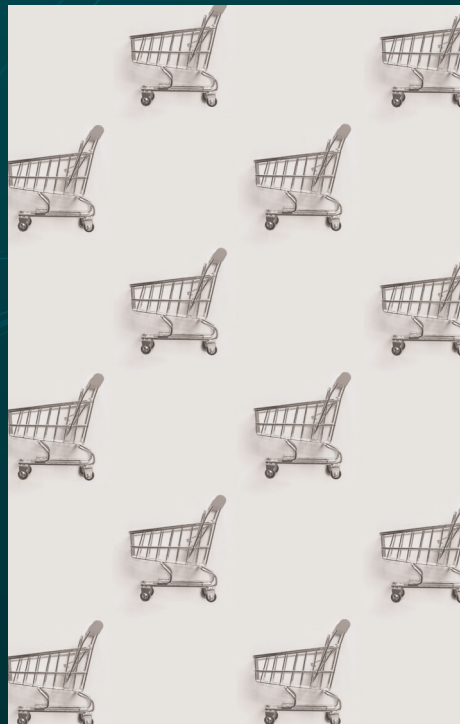
View Into Buying Patterns

A growing area of data monetization is regional grocery and convenience store brands. These brands have a very localized customer base that purchase a variety of products that are sourced from many different CPG companies. These retailers have a deep view into buying patterns over many years across a wide range of goods. With this wealth of information, they are beginning to anonymize these datasets and sell them to CPG organizations, enabling CPG enterprises to better understand the placement, sale and changing trends associated with the many brands under their umbrella.



Integration and Collaboration

The capability within Snowflake to deploy data clean rooms enables this monetization and data analysis, while minimizing the security risk of leaking sensitive customer information between partners. Data clean rooms enable an endless set of permutations of data products shared between companies so they may be integrated and collaborated on. These environments can quickly be stood up, policies put in place about data sensitivity and then later removed as part of a changing partnership landscape that explores and tests new products, new packaging and shifting customer behavior.



Locating & Leveraging Third-Party Data

Ultimately, your models are only as accurate as the data you feed them, and any given retail institution's first-party data will be incomplete because consumers are complex individuals that engage with many brands, need many products and evolve differently across regions. This is remedied by introducing third-party data to your enterprise data landscapes. Snowflake's Data Cloud provides you with tools to quickly locate data that is provided by other organizations that can quickly and securely be brought into your environment and integrated with first-party data. This enables experimentation and iteration at high speed and low risk to the organization.

Technology is the enabler to these advanced capabilities that power the next generation of retailers. As you build your data strategy and set your priorities that can include personalization, monetization and the secure use of third-party data, you must build technology platforms that operate at the same speed with the same level of flexibility, all while still enforcing privacy requirements.

Pythian enables your data journey by applying our deep experience of bringing data value to retailers, coupled with technology accelerators to deploy Snowflake securely in your enterprise - integrated with your most critical business systems. Pythian enables the successful use of data to drive personalization, consumer engagement and visibility into key business outcomes. Our subject matter experts can partner with your organization to create a data strategy that maximizes the value of your data assets and build the necessary data platforms, data pipelines and analytical models to realize the value identified in your data strategy.

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Get Started!

Getting started is easy. Pythian has the capabilities and the offerings to support you in your path toward leveraging Snowflake's power. For example, our [Enterprise Data Platform \(EDP\) QuickStart for Snowflake](#) may be the right approach for your organization. Whatever business goals you have, Pythian is uniquely positioned to meet you where your needs are most and support you in realizing the outcomes you intend to achieve.

To learn more about Pythian's depth of expertise in database, cloud and data analytics services or to speak with one of our team members to better understand how drawing on Pythian will allow you to go faster and derive more value from the power Snowflake affords, [please click here to contact us](#).

[Download EDP QuickStart for Snowflake Data Sheet](#) →

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About Pythian

Founded in 1997, Pythian is a global IT services company that helps organizations transform how they compete and win by helping them turn data into valuable insights, predictions and products. From cloud automation to machine learning, Pythian designs, implements and supports customized solutions to the toughest data challenges.

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